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**Met Éireann – Usage & Attitudes
Omnibus Research: Topline Results
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*Sample base = All adults aged 15+
Sample size = 1,180
Fieldwork = November, 2001.*

						%
Q.1	Firstly, what is the name of Ireland’s official provider of weather information?	■ Met Éireann.....	53			
		■ Met Office	15			
		■ Irish Meteorological Service	3			
		■ Other (SPECIFY & CODE)	4			
		_____	4			
		■ Don’t know	24			

Q.2a Thinking about weather forecasts, can you please tell me all of the different ways you can think of, where you can find out the weather forecast in Ireland? Any others?

Q.2b Apart from the ones you have just mentioned, which of these methods of obtaining the weather forecast are you aware of? Any others?

Q.2c And which of these ways, if any, do you use nowadays to obtain the weather forecast?

Q.2d Which one of these ways gives you the most up to date weather forecast?

Q.2e And which one of these methods provides the most detailed weather forecast?

Q.2f Which one of these methods, in your opinion, provides the easiest way of getting the weather forecast?

	Q.2a Spont. Aware	Q.2b Prompt Aware	Q.2c Use Nowadays	Q.2d Most up to Date	Q.2e Most Detailed	Q.2f The Easiest
	%	%	%	%	%	%
■ Television.....	95	99	87	65	73	71
■ Radio	76	96	49	18	12	17
■ Newspaper/Press	34	86	10	1	1	1
■ Phone (Weatherdial)	16	69	3	5	3	2
■ Aertel (Teletext)	18	70	11	6	4	6
■ Internet	8	46	2	3	3	1
■ E-mail.....	1	29	*	*	-	-
■ Other (SPECIFY _____ _____ & CODE)	1	*	*	*	*	*
■ Don’t know/Do not use	1	*	5	6	5	3

Q.3 Looking at this card, can you please tell me which **one** of the following weather forecasts provides the most reliable information?

	%
■ RTÉ Television	51
■ TV3 Television	14
■ TG4 Television	1
■ RTÉ Radio.....	9
■ Independent/Local Radio	2
■ UK TV/Radio (BBC, Sky etc.)	7
■ Telephone (Weatherdial etc.).....	3
■ Daily Newspapers	1
■ Internet	1
■ Other (SPECIFY & CODE)	
_____	4
■ Don't know	7

Q.4 How often do you actually see, hear or read the weather forecast nowadays?

	%
■ Several times a day	33
■ Once a day.....	42
■ Few times a week.....	16
■ Once a week	3
■ Less often	3
■ Never.....	4

Q.5 I am now going to read out a list of statements that people have made about weather forecasts in general and Met Éireann in particular and for each one, I would like you to tell me how strongly you agree or disagree. Firstly ...

	Agree Strongly	Agree Slightly	Neither Agree Nor Disagree	Disagree Slightly	Disagree Strongly	Don't Know
	%	%	%	%	%	%
■ I couldn't be bothered checking the weather forecast because it's never right	3	9	11	28	45	4
■ Met Éireann's forecasts are a real help in planning my daily activities	17	28	19	14	18	4
■ The forecast provided by Met Éireann is far too general, it needs to be more localised... ..	11	26	15	22	19	7
■ Met Éireann's forecasts are not broadcast often enough.....	5	9	14	32	32	7
■ Met Éireann's forecasts make a big impact on how I organise my work.....	12	16	16	21	29	5
■ The style of Met Éireann's weather forecasts is dull and boring.....	6	17	15	27	30	5
■ I only half listen to the weather forecast	7	26	10	22	30	4
■ Met Éireann's forecasts give clear-cut, easy to grasp weather information	33	40	13	5	3	6
■ I often get confused with the level of detail in Met Éireann's weather forecasts	5	13	11	30	36	5
■ Overall, Met Éireann's forecasts are good value for money.....	32	33	16	1	1	16
■ I'm aware that Met Éireann issues warnings of gales, flooding etc.	54	33	5	2	1	4
■ Weather warnings issued by Met Éireann are of little importance	2	7	8	25	53	5
■ I pay careful attention to warnings of gales, snow etc	45	29	9	8	4	4
■ I never pay any heed to severe weather warnings from Met Éireann	3	8	9	24	51	5
■ Met Éireann's warnings of strong winds, flooding etc, are essential for public safety.....	67	23	4	1	1	4